

Fig. 1

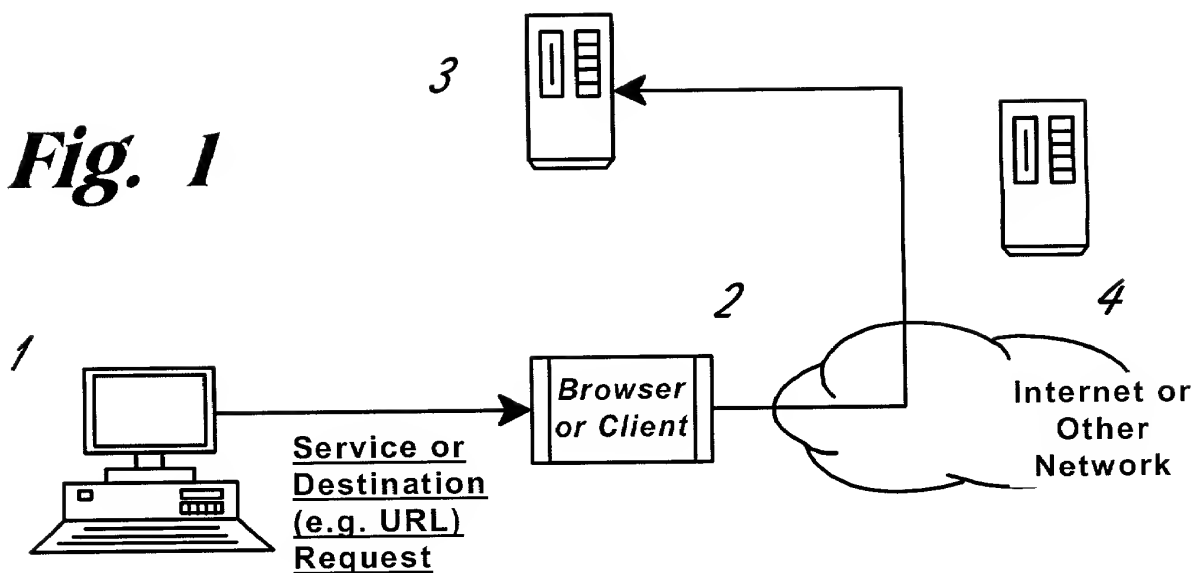


Fig. 2

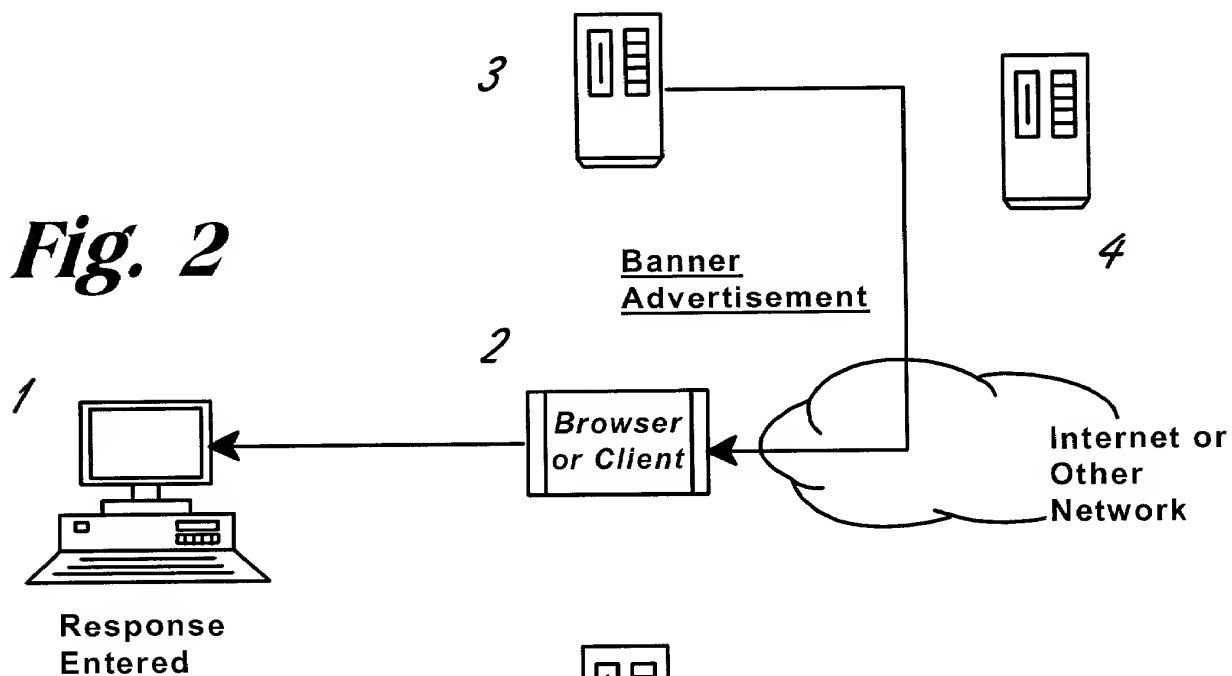
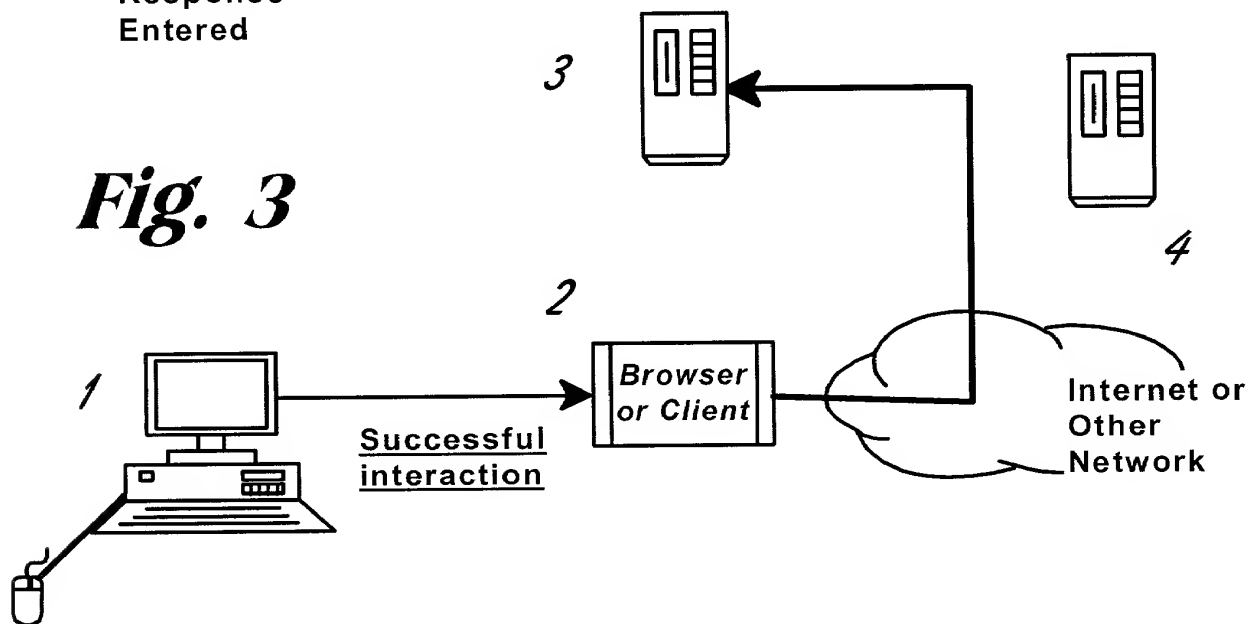


Fig. 3



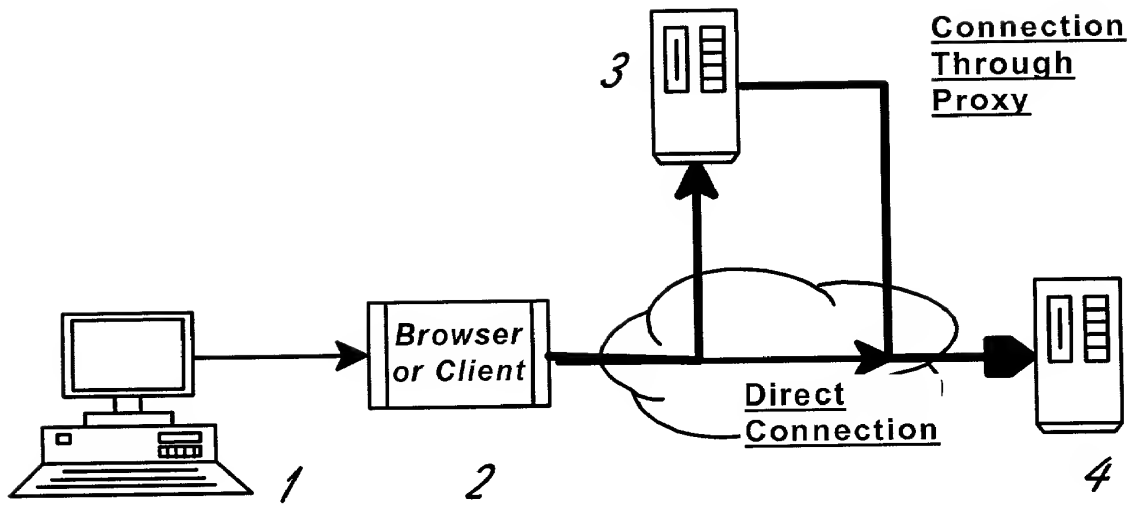


Fig. 4

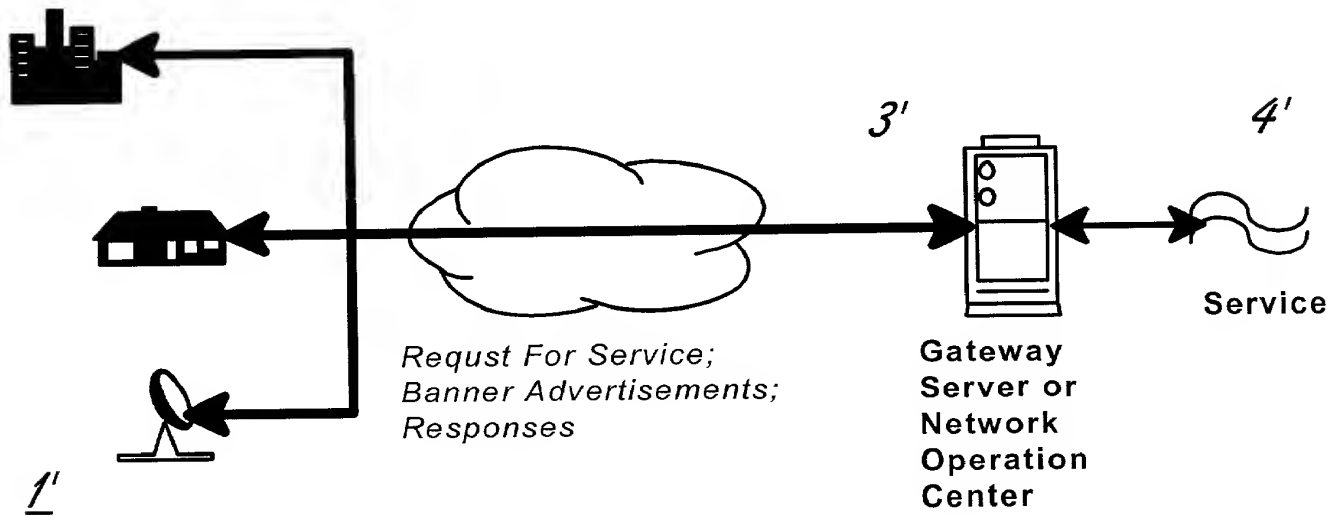


Fig. 5

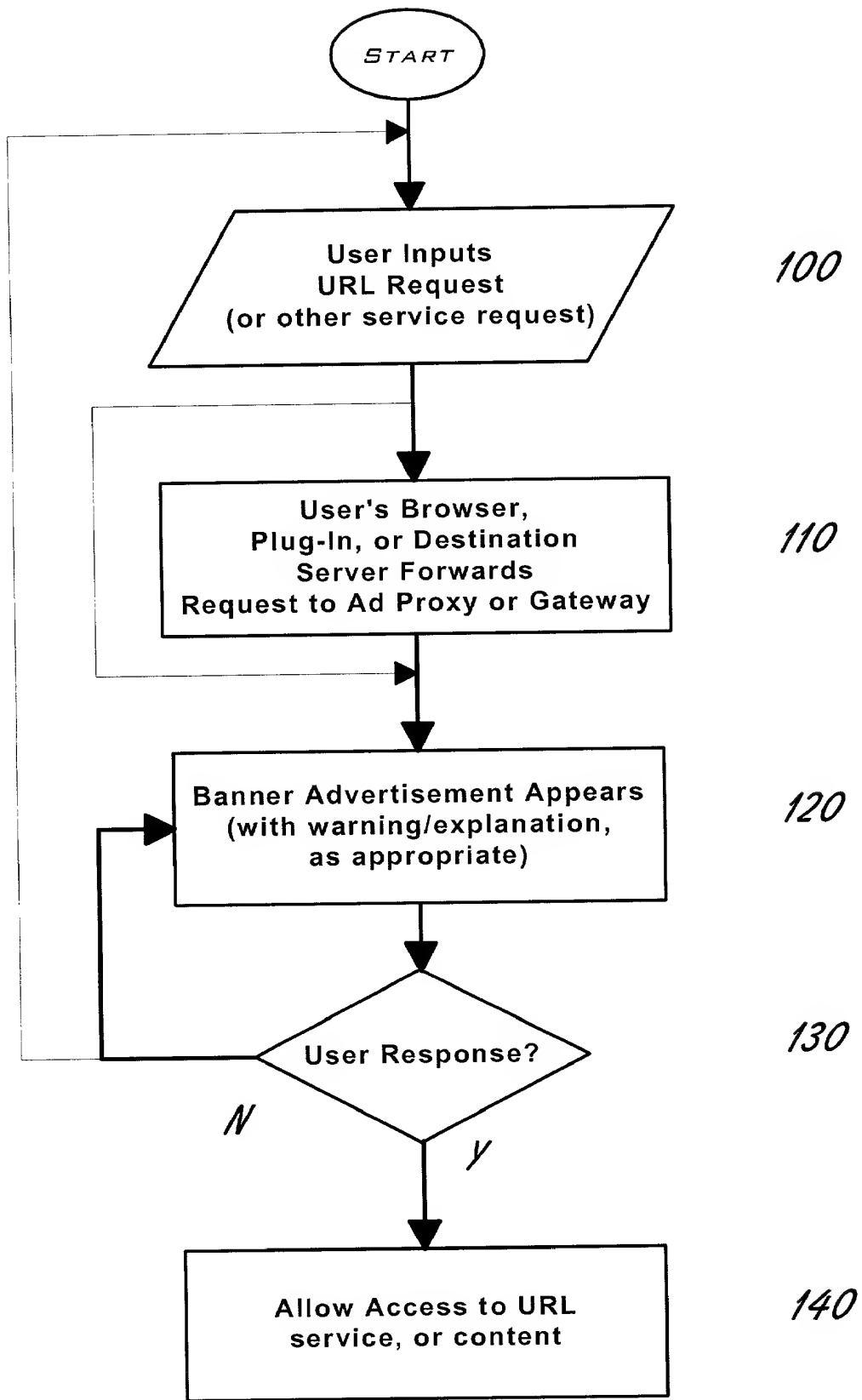


Fig. 6

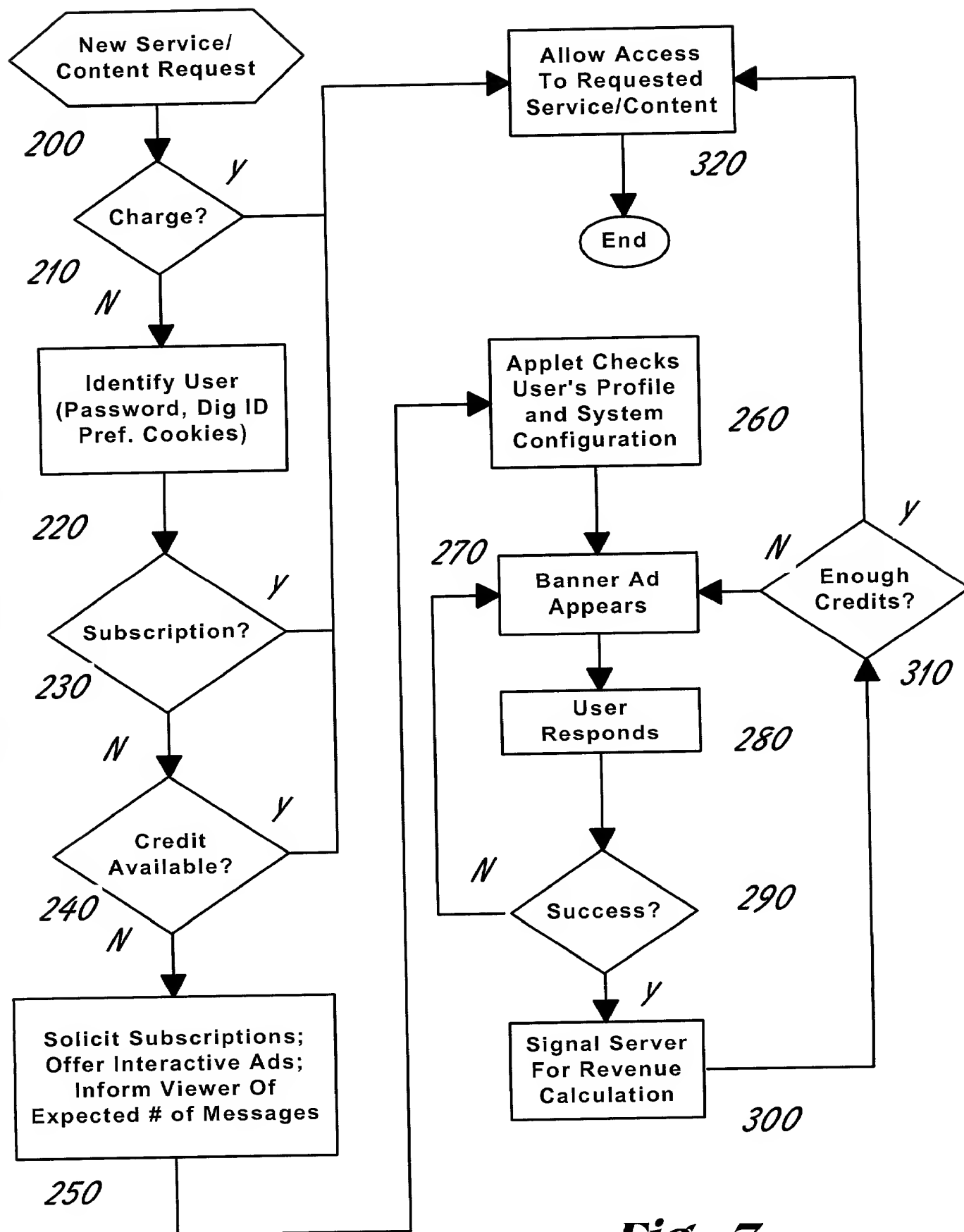


Fig. 7

http://: <URL address box>

NtO account

Standard subscription

Welcome <default username>,

Username:

<default username>

Password:

OK

New subscriber

☒ remember username and passwords and take me straight to viewing ads

Fig. 8

address Http:// <URL address box>

NtO account

preferences

credit record

Dear <username>,

The provider of your requested <name service> charges \$X for it.

You currently have \$(X-Y) in your balance and need \$Y extra.

As per your credit record, your average credit per ad has been \$Z.

Do you wish to see approximately (Y/Z) ads to earn enough credit?

proceed

exit

Always proceed without asking permission if the expected number of ads to be seen does not exceed

3

Fig. 9

address Http:// <URL address box>

NtO account - Preferences

Refresh profile

Close profile

Dear <username>,

To allow us to show you ads that are of interest to you and allow you to earn more money from doing it, we ask you to provide us information about your interests. We use no cookies to "spy" on you and we do not ask you to reveal your identity. You will remain anonymous.

The principle is very simple: the more information you provide us about you, the less money is wasted by brands in running after people who are not interested in their products.

In order to avoid wasting their marketing budget, brands are eager to pay more to know their audience. This additional value shows up in the increased revenue that pass on to you when you belong to a well defined segment.

The profit is two-fold: you see what is of real interest to you and additionally you gain more.

Of course you may choose not to describe yourself and to see ads from the general category (which have a lower value and thus earn you less)

- sports
- cars
- financial products
- home & mortgage
- games
- software
- games
- staples
- food & beverage
- travelling & recreation
-etc.

profession

gender

region

age

income

education

• always proceed with requested service, when I have adequate credit in my account

always seek confirmation before proceeding with requested service

Fig. 10

http://: <URL address box>

Credit record



Coke

Top of the Tops in Europe!

Popularity of soft-drinks in Europe?

Fig. 11

http://: <URL address box>

Credit record



Coke

Top of the Tops in Europe!

Popularity of soft-drinks in Europe?

1. There is a big gap in popularity between the first and second soft-drink brand.
2. Most soft-drinks of Coke Group are leaders in their categories
3. Duh, I am dumb and think that Coke is number 15....
4. Coke is top of the tops in Europe!
5. Alternatives (1) , (2) and (4) are all correct!

Fig. 12

address Http:// <URL address box>

NtO record -- account activity

date & time	activity	gained \$	credits		balance \$
			spent \$		
12/27/00 3:55 AM	cocke ad	0.30	0.00		0.30
12/27/00 3:55 AM	abidas ad	0.29	0.00		0.59
12/27/00 3:55 AM	shotmail ad	0.28	0.00		0.87
12/27/00 3:56 AM	HP ad	0.40	0.00		1.27
12/27/00 3:56 AM	Forbes article	0.00	1.00		0.27
12/28/00 1:15 PM	e-frade ad	0.50	0.00		0.77
12/28/00 1:15 PM	e-video	0.00	0.50		0.27
12/28/00 1:16 AM	e-greeting	0.00	0.15		0.12
12/30/00 4:50 AM	Tord SUV ad	0.35	0.00		0.47
12/30/00 4:50 AM	GAF ad	0.45	0.00		0.92
1/30/01 2:25 PM	\$50 deposit	50.00	0.00		50.92
			Balance		50.92
			Average gain per ad		\$ 0.37



Fig. 13

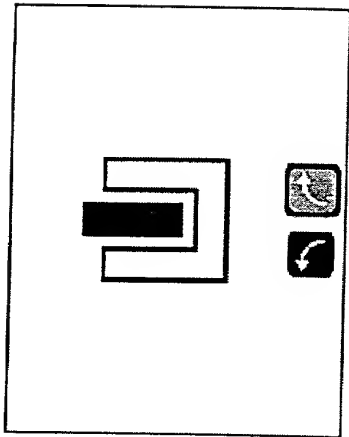
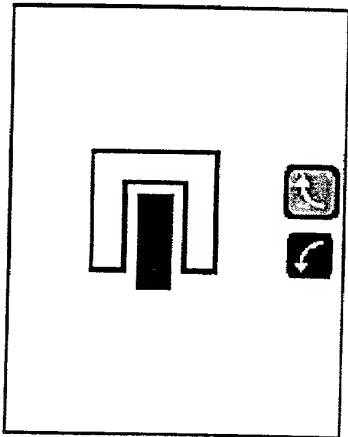
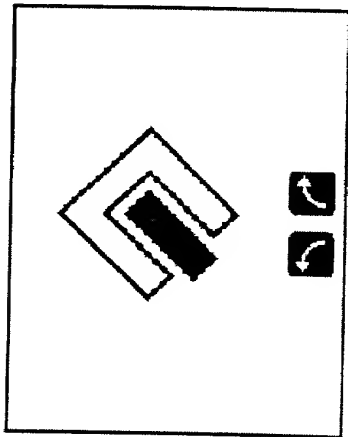


Fig. 14

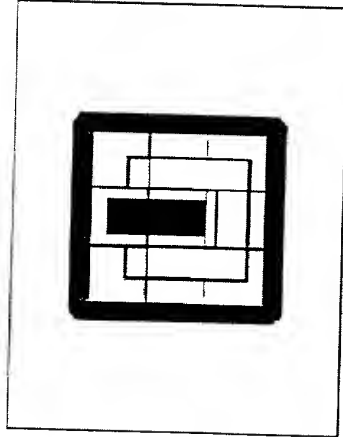
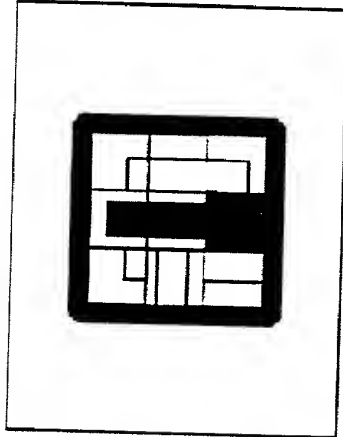
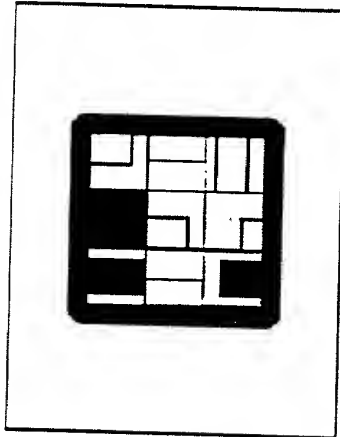


Fig. 15

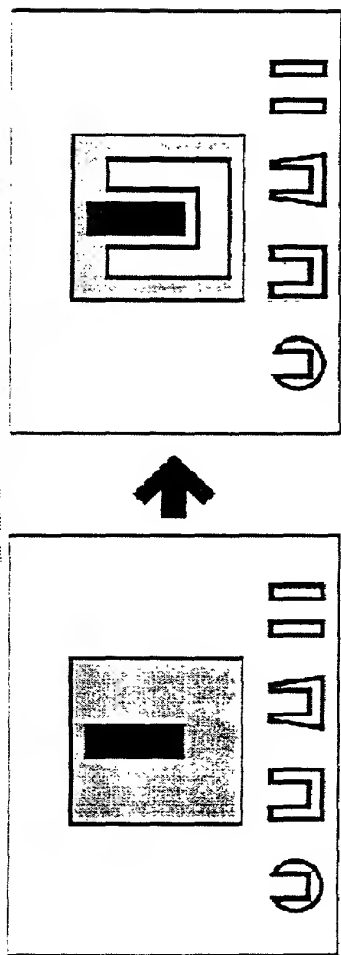


Fig. 16

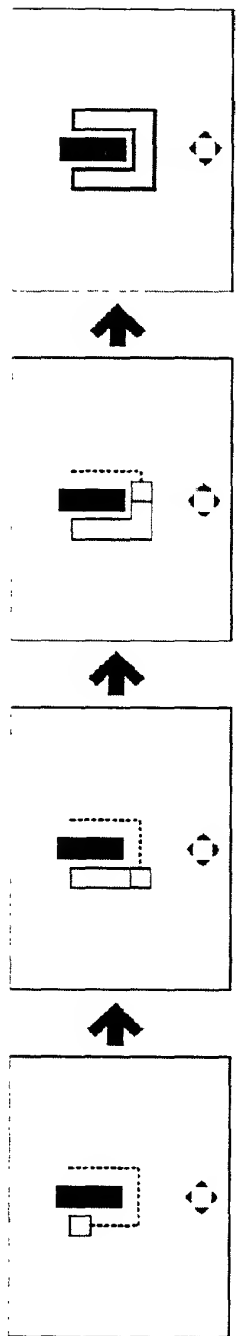


Fig. 17

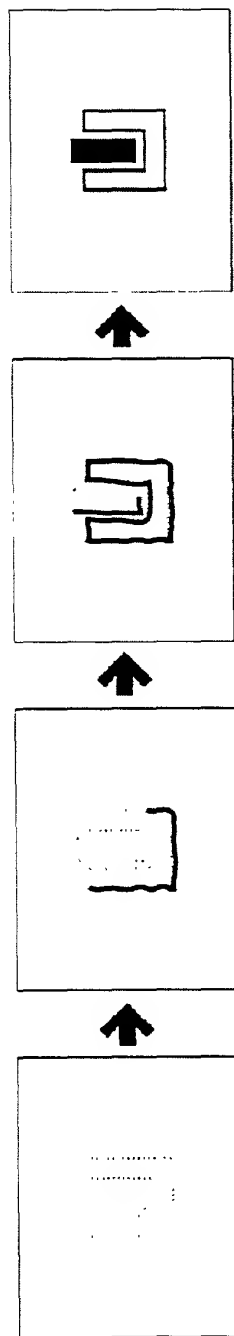


Fig. 18

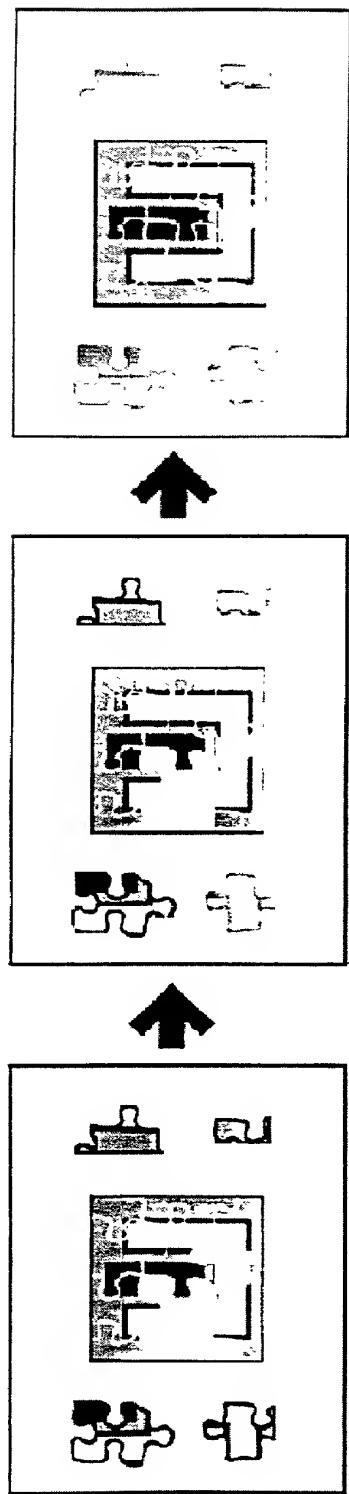


Fig. 19

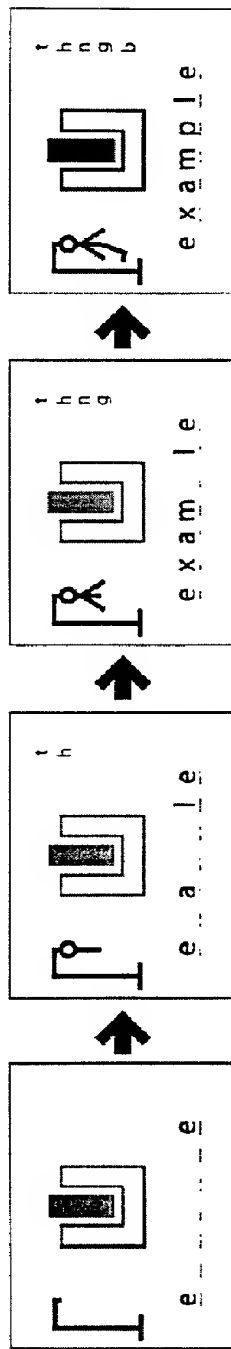


Fig. 20

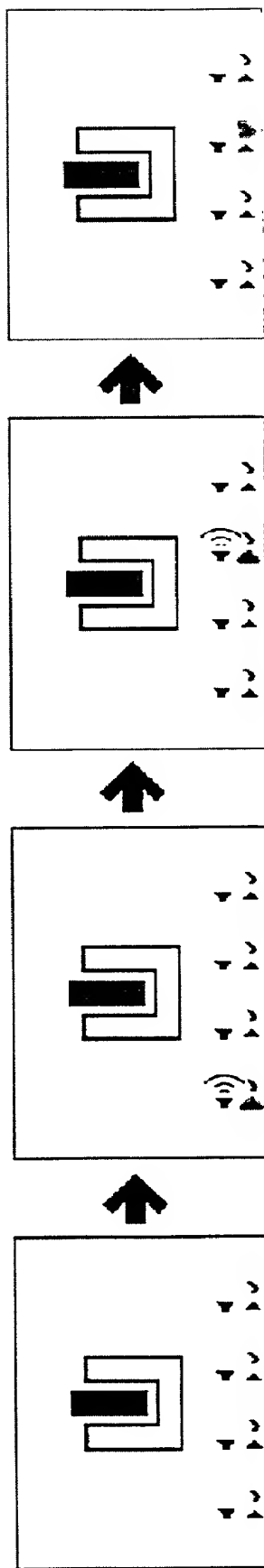


Fig. 21